

# 2025 NEW HOMEOWNER SATISFACTION

Year 2-7 Report



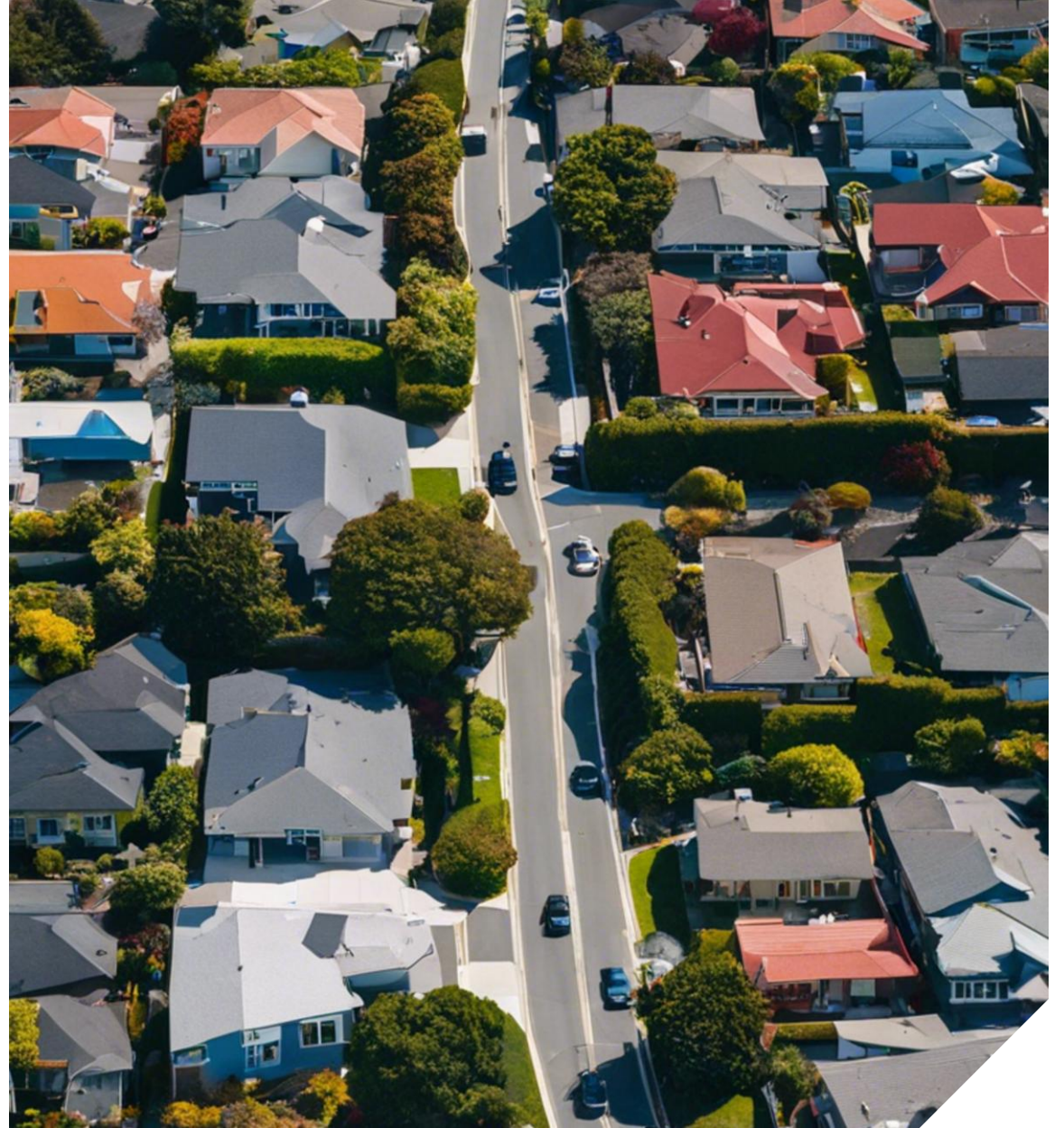
# Contents

03

Background and Methodology

05

Tarion Experience / Impressions of Tarion



# BACKGROUND AND METHODOLOGY

# Background and Methodology

Ipsos is a third-party research provider that conducted on Tarion's behalf an online survey of year 2 – 7 homeowners to better understand consumer experiences and satisfaction with Tarion and their builders.

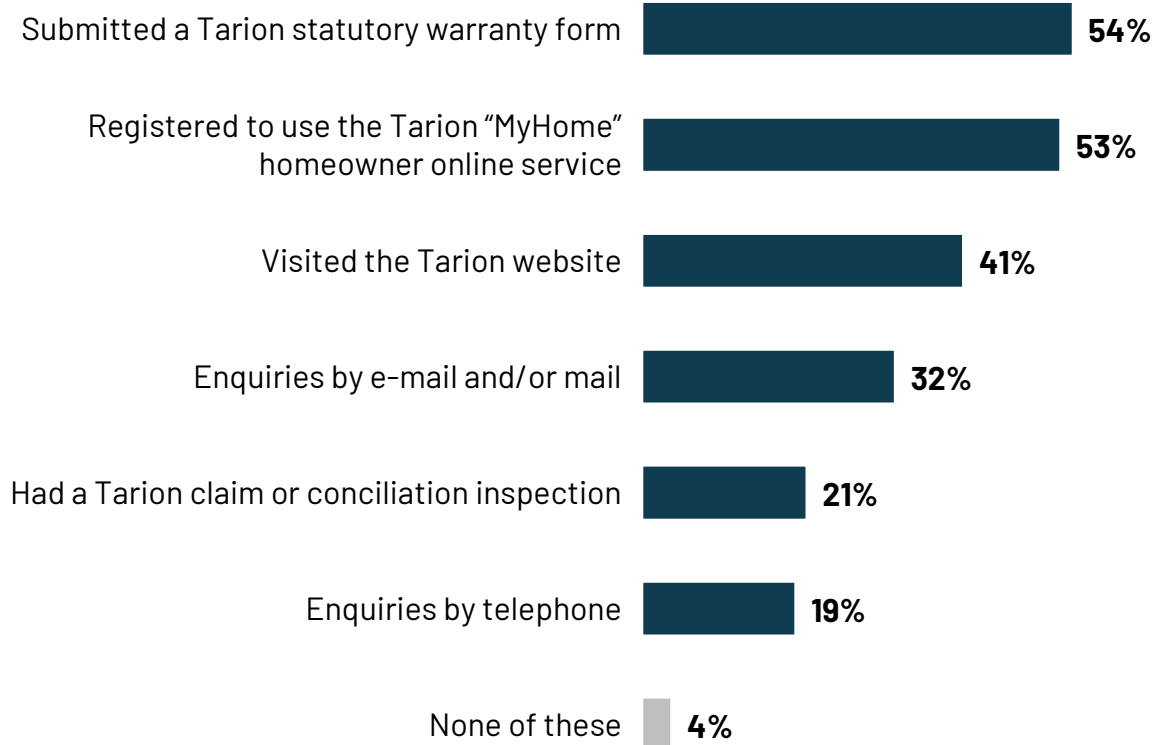


- **311,104** invitations were sent via email to year 2-7 homeowners where an email address was present on file.
- Surveys were completed online between September 23 to November 12, 2025.

Year	Completes	Sample	Completion Rate
2021	13,842	217,717	6.3%
2022	13,842	253,039	5.4%
2023	10,796	283,888	3.8%
2024	19,370	311,104	6.2%
<b>2025</b>	<b>15,238</b>	293,535	<b>5.2%</b>

# TARION EXPERIENCE AND IMPRESSIONS OF TARION

# Type of contact with Tarion



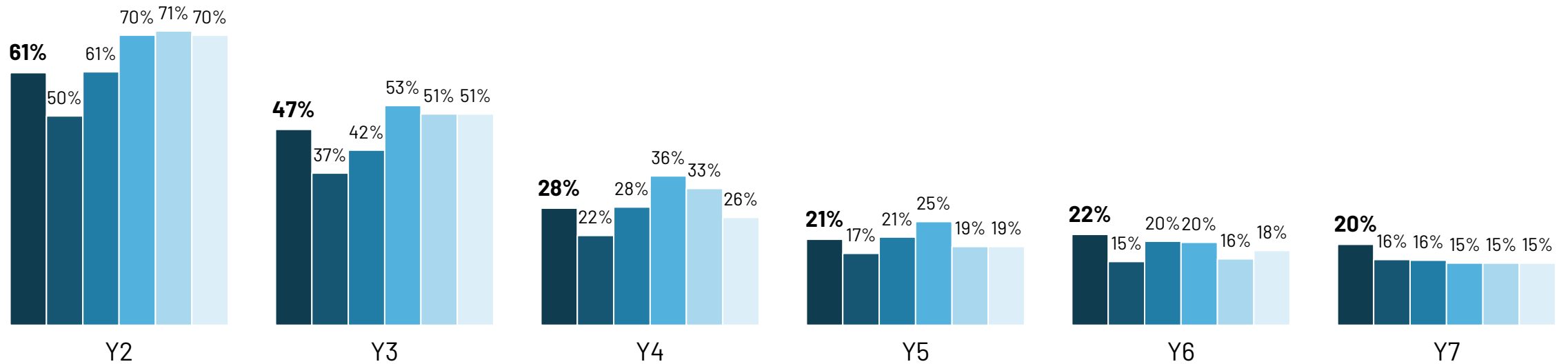
	2024 Total	Change vs. 2024
Submitted a Tarion statutory warranty form	57%	-3
Registered to use the Tarion "MyHome" homeowner online service	55%	-2
Visited the Tarion website	45%	-4
Enquiries by e-mail and/or mail	32%	0
Had a Tarion claim or conciliation inspection	19%	+2
Enquiries by telephone	21%	-2
None of these	5%	-1

Base: Total n=15,238  
A4. What contact, if any, have you had with Tarion?

# Past year contact with Tarion

## [% Yes]

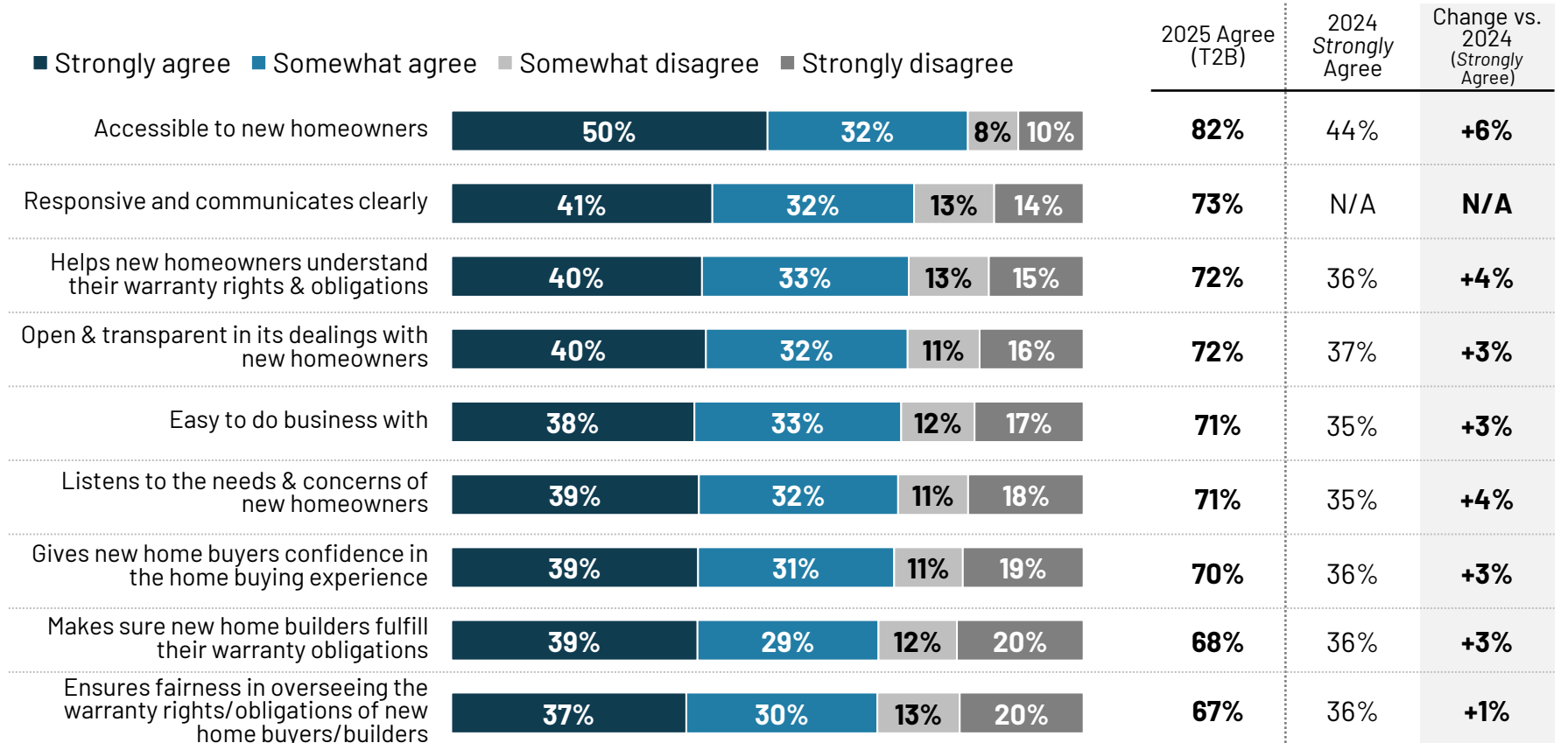
■ 2025 ■ 2024 ■ 2023 ■ 2022 ■ 2021 ■ 2020



Base: Have ever had contact with Tarion - Y2 n=3,540, Y3 n=2,934, Y4 n=2,354, Y5 n=2,445, Y6 n=1,635, Y7 n=1,137  
 A5. Have you had contact with Tarion in the past year?



# Impressions of Tarion

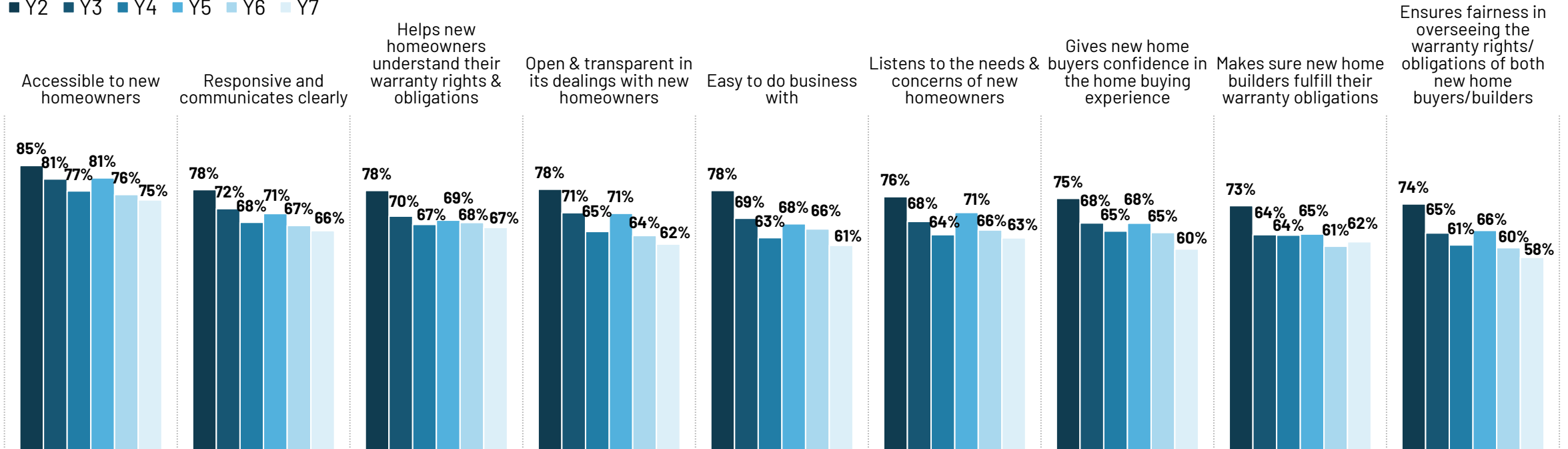


Base: Had contact with Tarion in the past year with a valid response - n=4,904-5,112  
 A9/A10. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?

# Impressions of Tarion

[ % Strongly/Somewhat Agree ]

■ Y2 ■ Y3 ■ Y4 ■ Y5 ■ Y6 ■ Y7



Base: Had contact with Tarion in the past year with a valid response  
 A9. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?  
 A10. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?



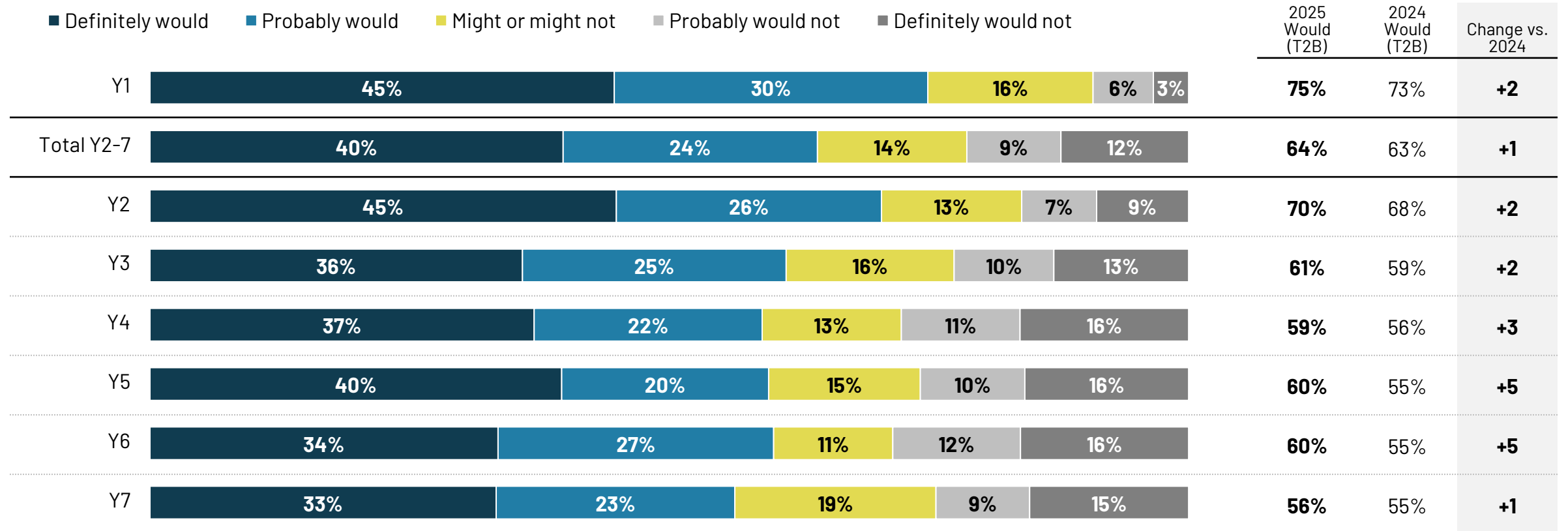
# Overall impression of Tarion

■ Very favourable ■ Somewhat favourable ■ Somewhat unfavourable ■ Very unfavourable

					2025 Favourable (T2B)	2024 Favourable (T2B)	Change vs. 2024
Y1	45%	39%	9%	6%	84%	84%	0
Total Y2-7	39%	32%	11%	18%	71%	72%	-1
Y2	44%	33%	10%	13%	77%	78%	-1
Y3	36%	34%	12%	19%	69%	66%	+3
Y4	34%	31%	11%	24%	65%	64%	+1
Y5	36%	31%	11%	22%	67%	63%	+4
Y6	34%	30%	11%	25%	64%	63%	+1
Y7	37%	26%	15%	22%	62%	63%	-1

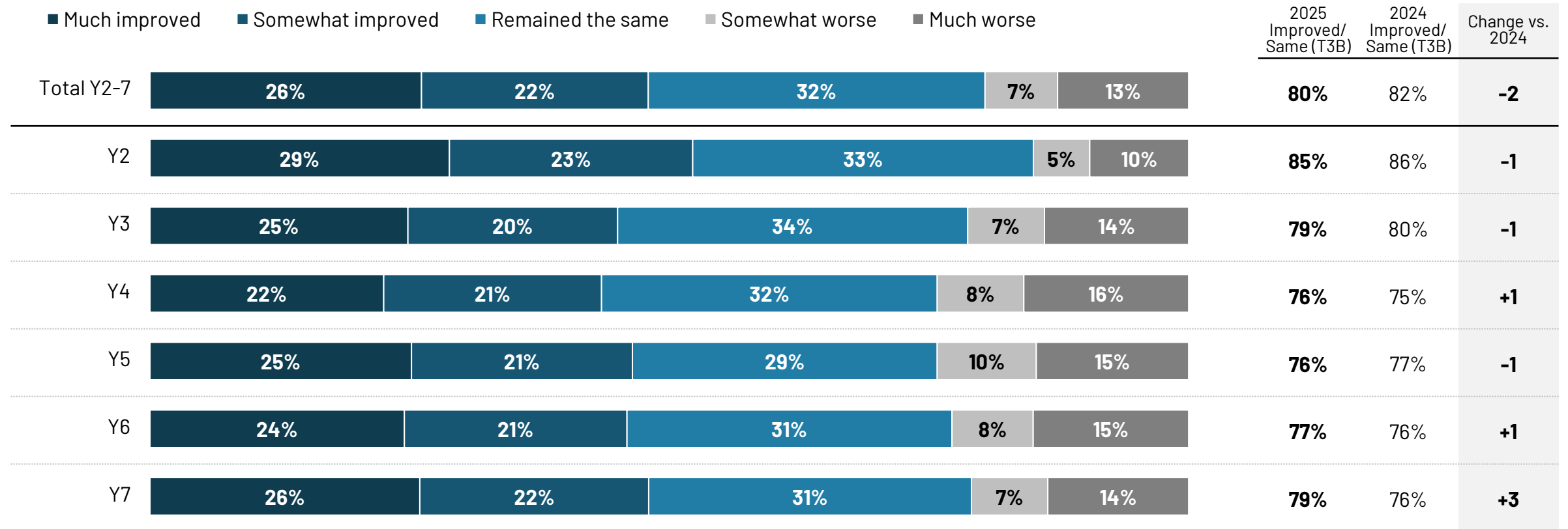
Base: Had contact with Tarion in the past year with a valid response – Total n=5,142, Y2 n=2,089, Y3 n=1,351, Y4 n=651, Y5 n=488, Y6 n=348, Y7 n=215  
 A11. Overall, your impression of Tarion is...?

# Overall Impressions



Base: Had contact with Tarion in the past year with a valid response – Total n=5,296, Y2 n=2,158, Y3 n=1,386, Y4 n=665, Y5 n=507, Y6 n=358, Y7 n=222  
 A12. If asked by potential new homeowners, how likely would you be to say positive things about Tarion?

# Perceptions of Tarion's commitment to customer service



Base: Had contact with Tarion in the past year with a valid response – Total n=5,296, Y2 n=2,158, Y3 n=1,386, Y4 n=665, Y5 n=507, Y6 n=358, Y7 n=222  
 A13. Based on your experiences, how has Tarion's commitment to customer service changed over time?